

Re: CAN-SPAM Act Rulemaking, Project No. R411008 To the Commissioners, I truly do appreciate your war on unsolicited bulk email. Especially so when it comes to pornography. I believe there is nothing more grotesque and demoralizing than sending unsolicited bulk pornography email to the email addresses of young school children. However, I am concerned about the proposed requirement for legitimate Internet businesses and their affiliates to maintain suppression lists. The problems and costs that arise with this idea will cause many Internet merchants to go out of business. There are literally tens of thousands of Americans whose lives and families depend on the income generated through their full-time Internet businesses' publications and their "Permission Email Marketing" used to produce sales. Your decision to maintain suppression lists could literally shut down tens of thousands of American businesses thus hurting the livelihood of those American families. Of course, I do NOT condone the practices of unsolicited bulk email (a.k.a SPAM) as SPAM actually diminishes the amount of sales generated through "Permission Email Marketing" by cluttering the opt-in recipient's email "In-Box" thus taking their attention away from the information contained within the requested emails. There are so many problems and costs associated with the idea of maintaining suppression lists, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully. Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list. They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect. There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less. I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems, Respectfully, Justin Blake Michigan, USA (and proud to be an American in the land of freedom)